


BEASLEY MEDIA GROUP
MODEL ISSUES AND PROGRAMS REPORT
FOR
STATION KDWN-AM

2nd QUARTER
(APRIL 1 – JUNE 30, 2015)

Prepared by KDWN Program Director John Shaffer

 Date: 7/8/15

Reviewed by Market Manager Tom Humm

 Date: 7/8/15

ISSUES OF CONCERN TO STATION KDWN-AM
ADDRESSED IN RESPONSIVE PROGRAMMING IN THE
2nd QUARTER, 2015

1. PUBLIC HEALTH: Information on preventing diseases & promoting healthy lifestyles
2. CHILDREN'S ISSUES:
3. EDUCATION: Improving graduation rates & making ongoing learning available to all
4. HUNGER: Efforts to feed the 1 in 6 Southern Nevadans who are food insecure
5. JOBS: From training to hiring, helping So. NV recover from recession unemployment
6. DISABILITY AWARENESS : Bringing to light disabilities to aid understanding & acceptance of those affected, and services that are available
7. WATER: Water resources available, Lake Mead projects & conservation efforts
8. QUALITY OF LIFE: What's available to make things better, for people of all ages & circumstances
9. VETERAN'S AFFAIRS/HOUSING: Helping our Vets & others with jobs, food, shelter & health
10. ANIMAL OVERPOPULATION & RESCUE: Are County ordinances having a positive effect on the problem of too many pets? What's being done to maximize adoption & lessen euthanization

DESCRIBING REGULARLY SCHEDULED PUBLIC AFFAIRS PROGRAMS

STATION KDWN PROGRAMS THAT ADDRESS COMMUNITY ISSUES

1. LOCAL WEEKLY: SUNDAY, 11:00 PM TO 12:00 AM. LOCALLY PRODUCED SHOW FOCUSING ON LOCAL ISSUES, NON-PROFIT ORGANIZATIONS AND EVENTS RELEVANT TO NEVADA AND DOLAN SPRINGS, HOSTED BY TERRIE SPRINGS.

(April 1 to June 30)

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: PUBLIC HEALTH

Local Weekly: Talking Solutions with Terrie Springs

APRIL 5, 2015

20 MINUTES OF A 30 MINUT E SHOW

FIRE UP YOUR FEET & SOUTHERN NEVADA MOVES MILES – SHERIE MOORE,CCSD SAFE ROUTES TO SCHOOL COORDINATOR & AMANDA POWELL, ANTHEM BLUE CROSS BLUE SHIELD

FUYF IS A NATION-WIDE PROGRAM TO GET KIDS MORE ACTIVE, AND IT'S BEING OFFERED IN THE CLARK COUNTY SCHOOL DISTRICT FOR THE FIRST TIME THIS YEAR...SCHOOLS CAN WIN CASH PRIZES FOR FITNESS EQUIPMENT. ACTIVITY CAN ALSO BE LOGGED IN AS PART OF OUR BEASLEY MEDIA GROUP'S SOUHERN NEVADA MOVES MILES PROGRAM, AS WE TRY TOGETHER TO CONQUER 100,000 MILES IN SIX WEEKS.

Local Weekly: Talking Solutions with Terrie Springs

APRIL 12, 2015

30 MINUTES OF A 60 MINUT E SHOW

ALL ABOUT YOUR HEART HEALTH - DR. JONATHAN LEE, SOUTHWEST MEDICAL ASSOCIATES

HEART DISEASE IS THE BIGGEST KILLER OF BOTH MEN AND WOMEN HERE IN THE U.S., AND HOST TERRIE SPRINGS ASKED DR. LEE TO JOIN US WITH STATS, SYMPTOMS & TREATMENTS. USEFUL MEDICAL TESTS & LIFESTYLE CHANGES THAT ARE HEART-HEALTHY WERE ALSO OFFERED.

Local Weekly: Talking Solutions with Terrie Springs

APRIL 26, 2015

20 MINUTES OF A 60 MINUT E SHOW

LEUKEMIA & LYMPHOMA SOCIETY

TERRIE SPRINGS INVITED DANNA HAGENBERGER & KENNEDY (DIAGNOSED WITH CANCER AT AGE 3) TO INFORM US ON THESE MEDICAL CONDITIONS & RELATED TREATMENTS.

DANNA IS CURRENTLY ENTERED IN THE SOCIETY'S MAN & WOMAN OF THE YEAR FUNDRAISING COMPETITION.

Local Weekly: Talking Solutions with Terrie Springs

MAY 10, 2015

30 MINUTES OF A 60 MINUT E SHOW

YMCA SUMMER & ZUMBATHON

JERRY & KAT JOHNSON, ALONG WITH CHERYL BELLA WERE INTERVIEWED ABOUT THE FREE, COMMUNITY ZUMBATHON EVENT ON MAY 16TH, AND SUMMER MEMBERSHIPS & DAY CAMPS BEING OFFERED BY THE YMCA. FINANCIAL ASSISTANCE PROGRAMS WERE ALSO COVERED.

Local Weekly: Talking Solutions with Terrie Springs

MAY 24, 2015

30 MINUTES OF A 60 MINUT E SHOW

PARKINSON'S DISEASE STUDY

MERRILL LANDERS, CHAIR OF UNLV'S PHYSICAL THERAPY DEPT. VISITED TO TALK ABOUT THE MEDICAL CONDITION. UNLV IS STARTING A STUDY ON THE EFFECT OF EXERCISE ON PARKINSON'S ON JUNE 1ST. PARTICIPANTS ARE STILL BEING ENROLLED IN THE PROGRAM, PARAMETERS & DETAILS WERE SHARED.

Local Weekly: Talking Solutions with Terrie Springs

MAY 31, 2015

30 MINUTES OF A 60 MINUT E SHOW

MENTAL HEALTH AWARENESS MONTH

TANISHA BRIDGERS FROM MOBILE MENTAL HEALTH CAME IN TO DISCUSS NEVADA'S CHALLENGES IN THE AREA OF MENTAL HEALTH...OUR STATE CONSTANTLY RANKS NEAR THE BOTTOM OF RANKINGS. SOLUTIONS WERE DISCUSSED, ALONG WITH SUGGESTIONS FOR THOSE DEALING WITH MENTAL HEALTH ISSUES FOR THEMSELVES OR THEIR FAMILIES & FRIENDS.

Local Weekly: Talking Solutions with Terrie Springs

JUNE 7, 2015

20 MINUTES OF A 60 MINUT E SHOW

SOUTHERN NEVADA SPORTS HALL OF FAME

STEVE STALLWORTH – SNSHOF MEMBER

DAN DOLBY, EXECUTIVE DIR., SO. NV. SPORTS HALL OF FAME

THE SNSHOF WORKS TO PROVIDE MORE SPORTS OPTIONS TO SCHOOL KIDS, KNOWING THE HEALTH BENEFITS OF GETTING KIDS UP & MOVING. NEVADA WAS MISSING A STATE SPORTS HALL OF FAME & IT WAS CREATED TO HONOR LOCAL ATHLETES & THOSE WHO MADE THEIR SUCCESSES POSSIBLE. THE HALL IS A 501C-3 THAT RAISES FUNDS TO PROVIDE SPORTS PROGRAMS FOR MIDDLE SCHOOLS THAT BUDGET CUTS HAVE ELIMINATED & PROVIDE SCHOLARSHIPS TO DESERVING STUDENTS.

Local Weekly: Talking Solutions with Terrie Springs

JUNE 7, 2015

10 MINUTES OF A 60 MINUT E SHOW

CHERYL BELLA – YMCA

KIDS NEED ENCOURAGEMENT TO BE ACTIVE DURING THE SUMMER MONTHS, FOR MULTIPLE HEALTH & FITNESS REASONS. THE YMCA HAS PROGRAMS TO KEEP MINDS AND BODIES FIT WHEN SCHOOL IS NOT IN SEASON.

Local Weekly: Talking Solutions with Terrie Springs

JUNE 21, 2015

30 MINUTES OF A 60 MINUT E SHOW

DR. STEVE HANSEN, SHEPHERD EYE CENTER

JUNE IS NATIONAL CATARACT MONTH

HOST TERRIE SPRINGS INVITED DR. HANSEN TO TEACH US ABOUT THE PREVALENCE OF CATARACTS & EASY FIXES TO IMPROVE VISION. THE DOCTOR DETAILED DIAGNOSIS & TREATMENT OF THE CONDITION, INCLUDING THE EASY & INCREDIBLY SUCCESSFUL SURGERY OPTION.

Local Weekly: Talking Solutions with Terrie Springs

JUNE 28TH, 2015

30 MINUTES OF A 60 MINUT E SHOW

TECHNOLOGY & YOUR CHANGING MEDICAL OPTIONS

SMA's Dr. EUGENE SOMPHONE VISITED WITH NEWS ABOUT SMA'S NOW CLINIC & E-VISITS. SMARTPHONES & TABLETS CAN TAKE THE PLACE OF IN-OFFICE VISITS IN MANY CASES, AND SIMPLE SOLUTIONS LIKE E-MAILS & VOICE MAILS CAN IMPROVE COMMUNICATION & ALLOW A GREAT DEAL MORE PATIENTS TO ACCESS OUR LOCAL HEALTHCARE SYSTEM.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: CHILDREN'S ISSUES

Local Weekly: Talking Solutions with Terrie Springs

APRIL 5, 2015

20 MINUTES OF A 30 MINUT E SHOW

FIRE UP YOUR FEET & SOUTHERN NEVADA MOVES MILES – SHERIE MOORE,CCSD SAFE ROUTES TO SCHOOL COORDINATOR & AMANDA POWELL, ANTHEM BLUE CROSS BLUE SHIELD

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APRIL 12, 2015

30 MINUTES OF A 60 MINUT E SHOW

DJ'S 4 PJ'S – DARCY NEIGHBORS, FOUNDER

DARCY STARTED THIS CHARITY WHEN SHE SAW THE NEED FOR KIDS IN CRISIS SITUATIONS TO HAVE SOMETHING TO CALL THEIR OWN & COMFORT THEM IN CRISIS SITUATIONS. BEASLEY MEDIA HAS BEEN AN INTGRAL PART OF THEIR EFFORTS TO GATHER THOUSANDS OF PAIRS OF NEW P.J.'S FOR YOUNGSTERS IN SUCH SITUATIONS EACH APRIL, AND NEXT YEAR, WE SHOULD REACH THE ONE-MILLION MARK OF DONATED PAJAMAS. THIS YEAR'S EVENT IS ON APRIL 17TH.

Local Weekly: Talking Solutions with Terrie Springs

APRIL 19, 2015

GRANT A GIFT FOR AUTISM

LYNDA TACHE, FOUNDER

AUTISM WAS DISCUSSED ON THIS SHOW, HOW DIAGNOSIS HAS INCREASED TO 1 IN 68 KIDS, MOSTLY BOYS, TREATMENT & UNDERSTANDING FOR FAMILIES DEALING WITH THE ISSUE. MEDICAL COSTS, OPTIONS & SUCCESSFUL CASES OF KIDS BEING MAINSTREAMED INTO REGULAR CLASSROOM SETTINGS WERE ALSO COVERED.

Local Weekly: Talking Solutions with Terrie Springs

APRIL 26, 2015

30 MINUTES OF A 60 MINUT E SHOW

CINDY HOWELL, A PIECE OF CAKE

CAKES FOR KIDS IS A 501C-3 CHARITY CREATED BY MS. HOWELL, WHEN SHE SAW THE NEED TO OFFER SOME SPECIAL TREATMENT FOR KIDS IN FOSTER CARE WHO OFTEN DIDN'T EVEN HAVE BIRTHDAY CELEBRATIONS. THE POSITIVE EFFECT ON THEIR SELF-ESTEEM FUELS HER TO KEEP GROWING THE PROGRAM.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: EDUCATION

Local Weekly: Talking Solutions with Terrie Springs

APRIL 5, 2015

20 MINUTES OF A 30 MINUTE SHOW

CCSD TEACHER SEARCH – TYA MATHIS, CCSD H.R. DEPT.

TERRIE SPRINGS ASKED TYA MATHIS TO VISIT WITH DETAILS ON THE “TEACHER HERO” SEARCH. THE CLARK COUNTY SCHOOL DISTRICT IS LOOKING FOR 2600 NEW TEACHERS FOR THE NEW SCHOOL YEAR. THEY’RE ALSO RECRUITING PEOPLE WITH DEGREES IN OTHER AREAS, TO HELP THEM GET TEACHING CERTIFICATES, TO FILL THE NEED.

Local Weekly: Talking Solutions with Terrie Springs

APRIL 26, 2015

10 MINUTES OF A 60 MINUTE SHOW

CCSD TEACHER SEARCH

TYA MATHIS, CCSD HUMAN RESOURCES DEPT. RETURNED TO TALK OF RECRUITMENT EFFORTS THAT ARE CONTINUING, TO FILL 2600 POSITIONS WITH TRAINED TEACHERS, AND OTHERS WITH DEGREES THAT THE CCSD IS LOOKING TO, TO FILL THE GAP.

Local Weekly: Talking Solutions with Terrie Springs

MAY 17, 2015

30 MINUTES OF A 60 MINUTE SHOW

DEACON JONES FOUNDATION – ELIZABETH JONES

MS. JONES CAME TO TELL US ABOUT THE FOUNDATION FORMED BY HER LATE HUSBAND, DEACON JONES, AND HERSELF, TO OFFER EDUCATIONAL OPPORTUNITIES FOR DESERVING STUDENTS. THE CHARITY HAS RECENTLY RE-LOCATED TO LAS VEGAS, AFTER YEARS OF OPERATING IN THE L.A. AREA.

MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: HUNGER

Local Weekly: Talking Solutions with Terrie Springs

MAY 10, 2015

THREE SQUARE FOOD BANK

JASON KAPPUS & DANIEL ROBERT SULLIVAN FROM "JERSEY BOYS"

MATT MULDOON, THREE SQUARE FOOD BANK

THE JERSEY BOYS CAME IN TO OFFER DETAILS ON THEIR FOOD DRIVE FOR THE MONTH OF MAY, AND TERRIE SPRINGS ALSO ASKED MATT MULDOON TO BE A GUEST ON THE PROGRAM, TO EXPLAIN "THE NEW FACE OF HUNGER". IT'S NOT JUST HOMELESS & THE UNEMPLOYED WHO ARE AFFECTED, BUT ALSO MANY PARENTS WHO HAVE LITTLE IN THE WAY OF EXTRA FOOD SUPPLIES & DEPRIVE THEMSELVES, IN ORDER TO TAKE CARE OF CHILDREN & OTHER FAMILY MEMBERS FIRST. OPTIONS WERE PRESENTED.

Local Weekly: Talking Solutions with Terrie Springs

MAY 17, 2015

30 MINUTES OF A 60 MINUTE SHOW

DERRICK FELDER, OF LUTHERAN SOCIAL SERVICES OF NEVADA CAME IN TO TALK ABOUT PROGRAMS OFFERED, INCLUDING THE FOOD BANK & FARMERS' MARKET EVENTS. LSSN ALSO HAS JOB TRAINING & PLACEMENT PROGRAMS AVAILABLE FOR NEEDY SOUTHERN NEVADANS.

Local Weekly: Talking Solutions with Terrie Springs

JUNE 14, 2015

60 MINUTES OF A 60 MINUTE SHOW

DAN WILLIAMS, COO, THREE SQUARE FOOD BANK

HOST TERRIE SPRINGS INVITED DAN IN TO TELL US DETAILS OF HOW LAS VEGAS IS ON TRACK TO BE THE FIRST MAJOR CITY IN THE U.S. TO ACTUALLY "BEAT HUNGER". SUMMER FOOD PROGRAMS FOR FOOD-INSECURE CHILDREN WERE ALSO DETAILED.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: JOBS

Local Weekly: Talking Solutions with Terrie Springs

APRIL 5, 2015

20 MINUTES OF A 30 MINUT E SHOW

CCSD TEACHER SEARCH – TYA MATHIS, CCSD H.R. DEPT.

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MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: DISABILITY AWARENESS

Local Weekly: Talking Solutions with Terrie Springs

APRIL 19, 2015

GRANT A GIFT FOR AUTISM

LYNDA TACHE, FOUNDER

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Local Weekly: Talking Solutions with Terrie Springs

MAY 10, 2015

10 MINUTES OF A 30 MINUT E SHOW

JULIE JOHNSTON FROM CAMP RHINO CALLED TO BRING ATTENTION TO THE BADASS DASH, SCHEDULED FOR MAY 23RD @ SOUTH POINT ARENA. THE EVENT BENEFITS AUTISM SPEAKS.

Local Weekly: Talking Solutions with Terrie Springs

MAY 24, 2015

30 MINUTES OF A 60 MINUT E SHOW

EPILEPSY, WHAT IT IS & HOW COMMON? BOTH DANIELLE MARANO, EXECUTIVE DIR., EPILEPSY FOUNDATION OF NEVADA & SASHA PINA HAVE BEEN DIAGNOSED WITH EPILEPSY.

“DARE TO WALK FOR EPILEPSY” HAPPENS , MAY 30TH @ SUNSET PARK.

Local Weekly: Talking Solutions with Terrie Springs

MAY 31, 2015

30 MINUTES OF A 60 MINUT E SHOW

KELLI WALTERS, EXECUTIVE DIR., NEVADA CHAPTER OF NAT'L HEMOPHILIA FDN.

DAWN-MARIE PAVIK, DIR. OF DEVELOPMENT, CURE 4 THE KIDS FDN.

THE IMPACT OF HEMOPHILIA ON FAMILIES, RELATED COSTS & HELP FOR THOSE AFFECTED BY THE MEDICAL CONDITION WERE DISCUSSED ON THE SHOW, ALONG WITH THE CURE FOR THE KIDS GOLF FUNDRAISING EVENT.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: WATER: RESOURCES, CONSERVATION & SAFETY

Local Weekly: Talking Solutions with Terrie Springs

30 MINUTES OF A 60 MINUT E SHOW

DOUG BENNETT, CONSERVATION MGR., SNWA

DOUG VISITED TERRIE SPRINGS IN-STUDIO, TO DISCUSS WORK ON THE "THIRD STRAW" INTO LAKE MEAD, IN BOULDER CITY, ALONG WITH WATER RESOURCES & CONSERVATION EFFORTS DURING OUR DROUGHT PERIOD.

Local Weekly: Talking Solutions with Terrie Springs

30 MINUTES OF A 60 MINUT E SHOW

"FLOAT LIKE A DUCK" – THE A'S, B'S, C'S & D'S OF WATER SAFETY

JOE VASSALLO OF PARAGON POOLS CAME IN TO TELL US ALL ABOUT THE CHILDREN'S DROWNING PREVENTION PROGRAM "FLOAT LIKE A DUCK". DUCKIE THE MASCOT VISITS SCHOOLS & EVENTS WITH INFO ON THE A'S, B'S C'S & D'S OF DROWNING PREVENTION.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: QUALITY OF LIFE

Local Weekly: Talking Solutions with Terrie Springs

MAY 3, 2015

30 MINUTES OF A 60 MINUTE SHOW

HELLDORADO

LEE BUTTS & ESTHER CARTER. ELKS CLUB OF LAS VEGAS CAME IN WITH DETAILS ON THE ANNUAL EVENT IN DOWNTOWN LAS VEGAS, PLUS INFO ON GROUPS THAT BENEFIT FROM THE FUNDRAISING EFFORTS.

Local Weekly: Talking Solutions with Terrie Springs

MAY 10, 2015

20 MINUTES OF A 60 MINUTE SHOW

DON MILLER, SENIOR CASE MANAGER, HELP LINK OF SOUTHERN NEVADA

THE AGENCY HELPS PEOPLE IN NEED IN SOUTHEAST PARTS OF THE LAS VEGAS VALLEY, INCLUDING HENDERSON & BOULDER CITY. SERVICES OFFERED INCLUDE HOUSING ASSISTANCE, HELP WITH POWER BILLS, FOOD PANTRY OPTIONS, ETC. ALL AGES CAN RECEIVE THEIR ASSISTANCE.

Local Weekly: Talking Solutions with Terrie Springs

JUNE 7, 2015

30 MINUTES OF A 60 MINUTE SHOW

HEALTH, HEALING & HAPPINESS

INA COHAN, FOUNDER

INA COHAN TALKED OF THE CONNECTION BETWEEN FOOD & HEALTH. AS A TRAINED CHEF, SHE CHANGED HER DIETARY APPROACH AFTER DEALING WITH SEVERE HEALTH ISSUES WITH BOTH PARENTS. THE "FOOD AS MEDICINE" APPROACH IS ONE OF THE MAIN PARTS OF THE UPCOMING "HEALTH, HEALING & HAPPINESS" EXPO.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: VETERAN'S AFFAIRS/HOUSING

Local Weekly: Talking Solutions with Terrie Springs

APRIL 5, 2015

30 MINUTES OF A 30 MINUT E SHOW

HORSES FOR HEROES - SYDNEY KNOTT, FOUNDER

HOST TERRIE SPRINGS INTERVIEWED SYDNEY KNOTT ABOUT THE CHARITY STARTED BY HER FAMILY. THEY HAVE A SPECIAL FOCUS ON HELPING RETURNING MILITARY MEMBERS RE-INTEGRATE INTO LIFE BACK HERE AT HOME, USING CONTACT WITH HORSES TO INSPIRE TRUST & CLOSENESS WITH OTHERS.

Local Weekly: Talking Solutions with Terrie Springs

MAY 10, 2015

20 MINUTES OF A 60 MINUT E SHOW

DON MILLER, SENIOR CASE MANAGER, HELP LINK OF SOUTHERN NEVADA

HOUSING ASSISTANCE IS ONE OF THE WAYS THE AGENCY HELPS PEOPLE IN NEED IN SOUTHEAST PARTS OF THE LAS VEGAS VALLEY, INCLUDING HENDERSON & BOULDER CITY. SERVICES OFFRED INCLUDE HELP WITH POWER BILLS, FOOD PANTRY OPTIONS, ETC. ALL AGES CAN RECEIVE THEIR ASSISTANCE.

MOST SIGNIFIGANT ISSUE-RESPONSIVE PROGRAMMING

ISSUE: ANIMAL OVERPOPULATION & RESCUE

Local Weekly: Talking Solutions with Terrie Springs

APRIL 19, 2015

PAM WEBB & SAMANTHA RATCLIFFE

PAM & SAM WORK TIRELESSLY ON EFFORTS TO SAVE ANIMALS, ESPECIALLY DOGS. THE 80'S HAIRBALL IS AN UPCOMING EVENT RAISING FUNDS FOR ANIMAL RESCUE & FOSTER EFFORTS. THEY ENCOURAGE ADOPTION & FOSTERING IN SOUTHERN NEVADA, AND ARE VERY ACTIVE ON SOCIAL MEDIA, IN SUPPORT OF THEIR CHARITIES, ROCKIN' RESCUES & VEGAS ROCK DOG.